

**DEVELOPING A DOCUMENTARY VIDEO THROUGH
PRODUCTION AND POST-PRODUCTION PROCESSES
AS AN EDUCATIONAL MEDIUM FOR
UNDERSTANDING AUDIOVISUAL TRANSLATION**



FINAL PROJECT

A Partial Fulfillment of the Requirements for the Applied Foreign
Language Bachelor Degree

by

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2026

STATEMENT OF ORIGINALITY

I hereby declare that this thesis is entirely my own work. I take full responsibility for all content presented in this study. Any ideas, opinions, or findings from other authors have been properly acknowledged and cited in accordance with academic ethical standards. I am fully aware of the consequences of using others' work, ideas, or expressions without appropriate referencing.

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APPROVAL SHEET

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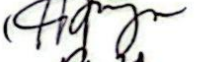

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ABSTRACT

Audiovisual Translation (AVT) is a professional field of translation that bridges cross-linguistic communication through various audiovisual products, such as movies, TV series, and digital media. Although the demand for this profession continues to grow alongside the development of the audiovisual industry, public understanding of AVT remains limited. Therefore, this study aims to develop the documentary video ‘Voice Between Screens’ as an educational medium to introduce the AVT profession to students and the general public. This study employs the Research and Development (R&D) method by Borg and Gall, which has been simplified into eight stages. Needs analysis data was obtained through interviews and questionnaires involving students from the Applied Foreign Languages Program at Universitas Diponegoro, revealing that respondents’ understanding of this profession remains limited, while interest in learning about it is relatively high. Product testing involving 35 respondents yielded an average score of 3.6 in the ‘Strongly Agree’ category. These findings indicate that the developed documentary video is capable of conveying information about this profession clearly, engagingly, and in an easily understandable manner. Thus, ‘Voice Between Screens’ has been successfully developed as a suitable and effective educational medium to enhance the audience’s understanding of the AVT profession.

Keywords: *Audiovisual Translation, Audiovisual Translator, educational media, documentary video, research and development.*

ABSTRAK

Penerjemahan Audiovisual (AVT) merupakan bidang profesi penerjemahan yang menjembatani komunikasi lintas bahasa melalui berbagai produk audiovisual, seperti film, serial, dan media digital. Meskipun kebutuhan terhadap profesi ini terus meningkat seiring perkembangan industri audiovisual, pemahaman masyarakat mengenai AVT masih terbatas. Oleh karena itu, penelitian ini bertujuan untuk mengembangkan video dokumenter ‘Voice Between Screens’ sebagai media edukasi untuk memperkenalkan profesi bidang AVT kepada mahasiswa dan masyarakat umum. Penelitian ini menggunakan metode *Research and Development* (R&D) oleh Borg dan Gall yang telah disimplifikasi menjadi delapan tahapan. Data analisis kebutuhan diperoleh melalui wawancara dan kuisioner yang melibatkan mahasiswa Program Studi Bhasa Asing Terapan Universitas Diponegoro dan menunjukkan hasil bahwa pemahaman responden mengenai profesi ini masih terbatas, sementara minat untuk mengetahui profesi tersebut tergolong tinggi. Hasil uji produk yang melibatkan 35 responden menunjukkan nilai rata-rata 3,6 dalam kategori ‘Strongly Agree.’ Temuan tersebut menunjukkan bahwa video dokumenter yang dikembangkan mampu menyampaikan informasi mengenai profesi ini secara jelas, menarik, dan mudah dipahami. Dengan demikian, ‘Voice Between Screens’ telah berhasil dikembangkan sebagai media edukasi yang layak dan efektif untuk meningkatkan pemahaman audiens mengenai profesi pada AVT.

Kata Kunci: *Penerjemahan Audiovisual, Penerjemah Audiovisual, media edukatif, video dokumenter, penelitian dan pengembangan.*